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1953

RELIANCE GARDENS

WALTER C. KRUEGER

657 E. Washington St.

OCONOMOWOC

WISCONSIN

The Original Home of

Ardell

Badger Rose

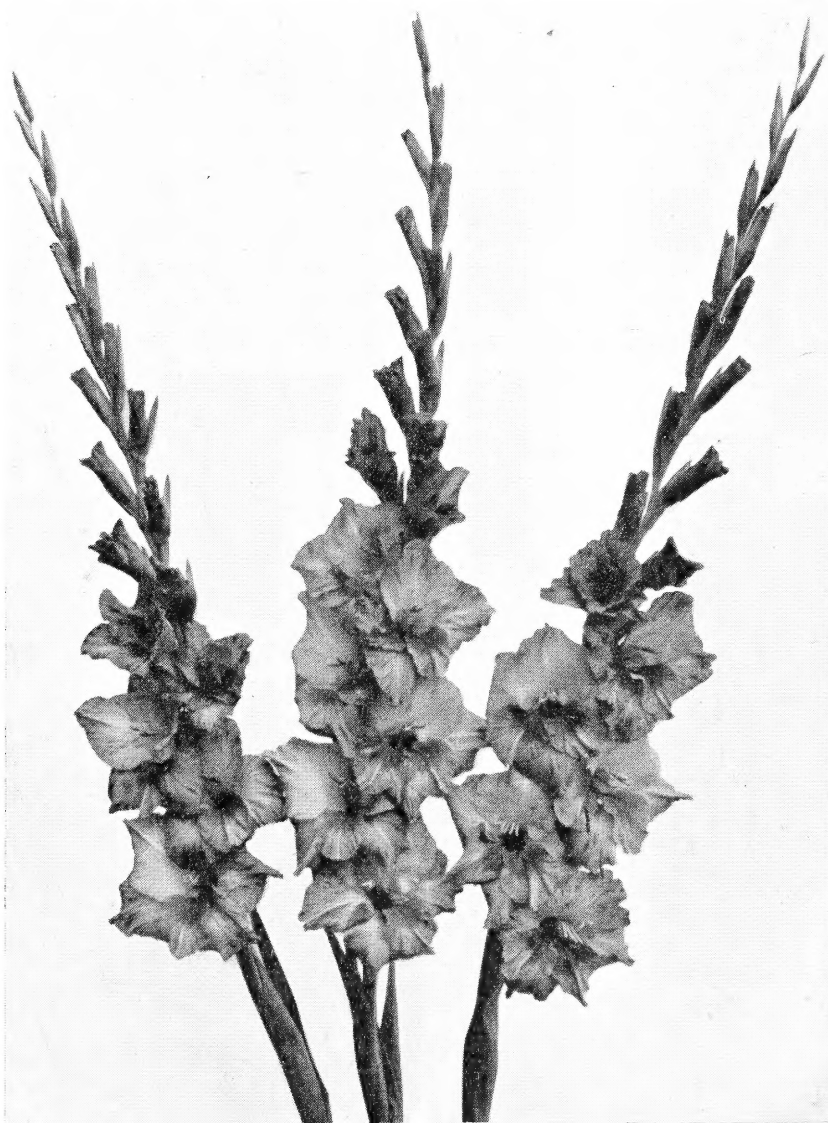
Color Marvel

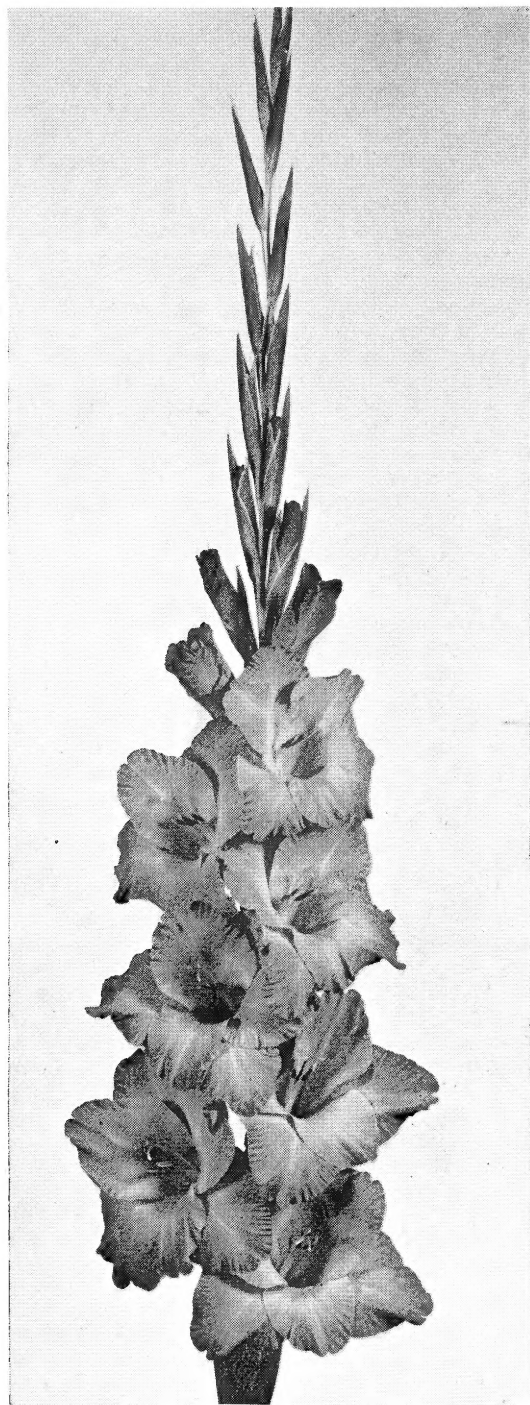
Miss Wisconsin

Variation

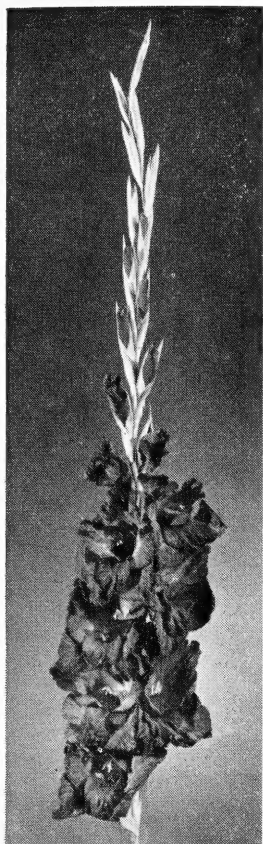
Illustrated

MARGERY





Poinsettia



Royal Treat

INTRODUCTORY REMARKS

Inasmuch as Reliance Gardens sees no worthwhile customer service in listing forty or more gladiolus of the same color and then recommending a few, no added remarks are necessary concerning the varieties that are listed. They are the "cream of the crop" — no second raters "clutter up" our carefully selected list which is an expression of our long experience in growing gladiolus.

The greatest praise that can be deserved by any gladiolus is that of commercial rating. The words "commercial" include all those terms of health, consistency of performance, placement, attachment, beauty, opening and keeping qualities all usually described separately in the most glowing terms, that defy being exceeded in words of greater luster. The amateur grower should bear in mind that a great commercial gladiolus is always a sound exhibition variety.

How many of the great commercial gladiolus are ruffled? Only two come to mind Spic & Span and for local use Burma (light ruffling not being much else than evidence of excellent culture). We of Reliance Gardens find beauty in performance of gladiolus.

Or to state the same thought in another way we rate gladiolus on all of their traits not on one characteristic — that of ruffling.

Our bulb crop at Reliance Gardens is reduced because Myron, the family son is in the Air Force with Uncle Sam. His help has been our right hand for several years. While our crop is reduced in volume no diminuation of quality exists — our stock will again deserve the testimonials of being the best bulbs.

Gladiolus temporarily out of stock which deserve mention in a listing of the super gladiolus are Dieppe, Phantom Beauty, Connecticut Yankee, Boise Belle, Burma, Patricia and Wax Model.

BUSINESS TERMS

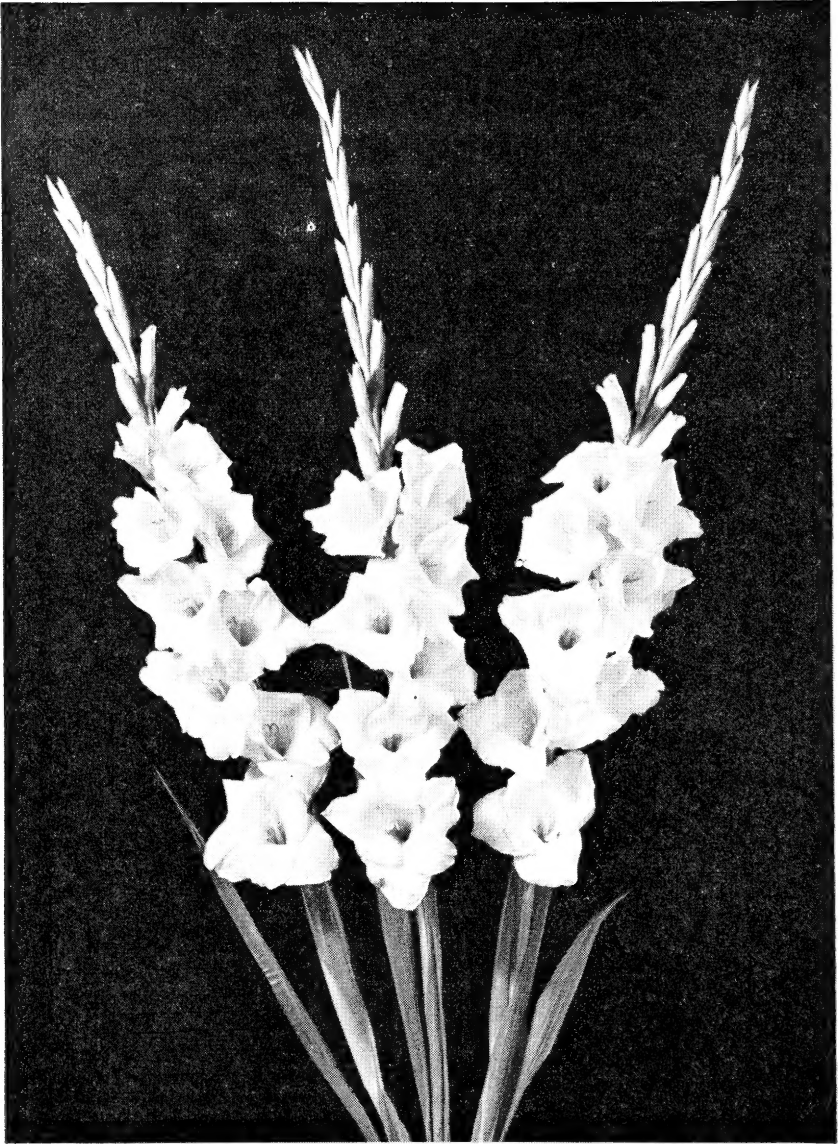
Minimum order \$2.00. Retail orders are prepaid. Wholesale order F.O.B. Oconomowoc. Overcount or extras with all retail orders. 5% cash discount on all retail orders paid for in full prior to December 15, 1952. Payment in full before shipment.

I aim to send out only healthy bulbs, true to name, and will cheerfully refund the purchase price on any order found unsatisfactory on receipt, and promptly returned; but no guarantee of growth is implied in the sale (careless usage of chemical dips and sprays make this mandatory) nor will I be responsible for the crop. All orders are placed with the above conditions accepted by the purchaser. All orders are accepted subject to stock crop and subject to prior sale.

No bulblets orders are solicited nor accepted after April 1, 1953 for spring shipment. Flowers and bulbs are inspected by the State Department of Agriculture, #1297.

This price list cancels all previously published retail prices, and voids any heretofore announced prices or price policies.

Signed,
WALTER C. KRUEGER



Pink Bouquet

1953 CO-INTRODUCTIONS

CLASSIC CREAM (Torrie-Flad '53)

510

Several years ago I saw a spike of this deep cream or light yellow and I was immensely impressed with it. It is now my privilege to co-introduce this fine gladiolus which in my opinion will be a great commercial success. Classic Cream will open seven 5½" florets of excellent attachment, and facing. The trade parlance would use the word "clean" as descriptive of the spike. It is a healthy variety and a good propagator.

Price each bulb, L—\$2.50; M—\$2.00;
10 bblts. for \$2.50

FRENCHIE (Shepeck '53)

This sterling introduction is so outstanding that it pushed aside a similar seedling of my own slated for introduction this year. Frenchie is a snappy ruffled white with a broad lively rose spear to enliven each floret. It is a very tall grower that blooms in early season.

Frenchie opens 8 to 9 five and one-half inch ruffled florets at one time, and shows much bud color. It opens well when cut. Placement is good.

Propagation and germination are excellent.

Mr. Gordon Shepeck of Green Bay, Wis. will be remembered for his two sterling introductions, Frenchie and Kon-Tiki.

Price each bulb, L—\$2.50; M—\$2.00; Sm.—\$1.50
10 bblts. for \$2.50

Loan color slide available for inspection.

FT. KNOX (Graff-Tarrie-Flad '53)

A deep yellow glad of any floret size is news, a deep yellow with large florets and with a flowerhead is startling news. Such a gladiolus is Ft. Knox. Dr. Graff revealed why he chose the name Ft. Knox as the place where all the gold is located.

No large bulbs offered this season. Medium and smalls are \$2.00 each, 10 bblts. for \$2.00.

MARGERY (Melk Bros. '52)

560

Those of us who have had the privilege of seeing Margery for several years have waited rather impatiently for its introduction. Margery is a very bright colored rose, that sparkles and glows — one that you can "see a mile". It will open 8 ruffled florets of 5" size on a Burma type spike (Burma is one of its parents) — excellent attachment and much bud color. It is a healthy variety, a consistent spiker, excellent keeper, and fast propagator. Margery blooms in early season from tall plants (58").

Margery is the greatest introduction for commercial growers and exhibitors since Spic & Span. It is an American Home Achievement winner in addition to many other top seedling awards.

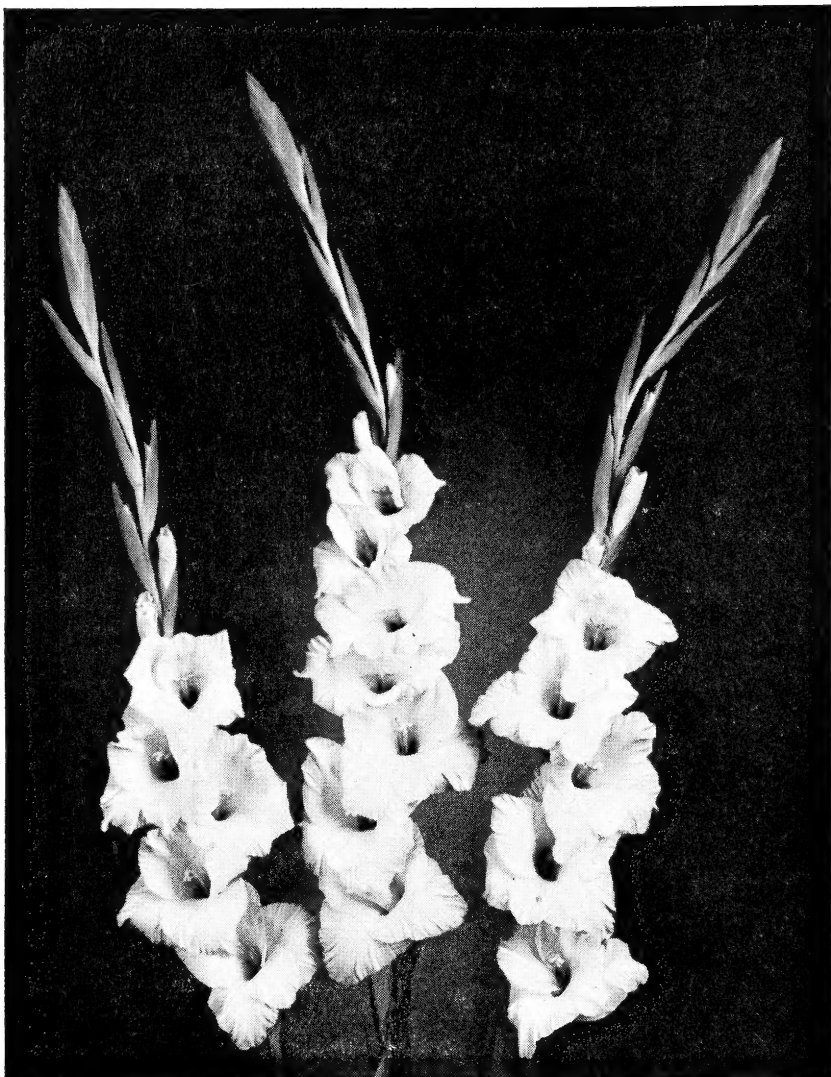
Price each any size \$5.00.
1 L bulb and 12 bblts. for \$15.00
5 L bulbs and 50 bblts. for \$50.00

A limited number of larger test lots are available. Make your inquiry early!

PINK BOUQUET (Woodcock-Puerner '53)

Pink Bouquet is a tall, vigorous pink, with long flowerheads. It will open 10 well attached florets at one time with much bud color. Pink Bouquet blooms in mid-late season. It is a good increaser.

Price \$3.50 for any size of bulb
One bulb and 10 bulblets for \$7.00



Ardell

OUR 1952 INTRODUCTIONS

Ten bulbs may be obtained at 8 times the single price. 100 bulblets at 8 times the given ten rate. Trial units priced by quotation.

ARDELL (Krueger '52)

406

We are very proud of all our '52 introductions, but the consistent performance of Ardell, the rugged ruffled cream commercial, without a peer in its class, deserves special comment. Height, holding power, easy germination, secure attachment, earliness, are among its many virtues.

Our florists ask for Ardell by name.

Ardell opens 7 ruffled, round florets of 4½" size, on a 20 bud spike. It grows to a field height of 60". Planting stock and bulblets often attain slightly lesser height.

	L	M	Sm.	bblts.
Price, each bulb	\$1.25	\$1.00	\$.75	10 for \$1.25

BADGER ROSE (Krueger '52)

460

A vivid rose color of Badger Rose played an excellent role in helping Reliance Gardens to several "firsts" in displays even though only bloom from very small planting stock was available at "show time".

Badger Rose has a lively rose color, deeper than Miss Wisconsin, with two darker rose throat marks parenthesized with cream areas. It opens 8 or more 5" florets at one time on 20 bud spikes which reaches 60" field height. It blooms in early season.

Badger Rose grows like a weed from bulblets which are produced in profusion.

Like Ardell, Badger Rose may be bested on the show table, but in the field it is not bested.

One large cataloguer wrote to me over a year ago that Badger Rose was the best in over 200 seedlings.

Price, each bulb, L—\$1.25; M—\$1.00; Sm.—75c
10 bblts. for \$1.25

KON-TIKI (Shepeck '52)

466

A larger number of blooms of Kon-Tiki confirms my first year opinion that this extra early deep lavender with both a rose cast and a cream center is indeed a great commercial introduction, because of its intense color, consistency of spike formation, model placement, good height and health. Kon-Tiki will open 8 or more well attached florets at one time.

You will make no mistake in adding Kon-Tiki to your commercial or hobby collection.

I will be indeed pleased when stock for Kon-Tiki is large enough for my cut flower trade.

Price, each bulb. L—\$1.25; M—\$1.00; Sm.—75c; 10 bblts. for \$1.25.

LINDA B (Shaw '52)

376

A medium sized flower has to be good to reach my list. Linda B has the necessary good qualities.

It will open 7 precision placed "blue violet" flowers at one time.

Plants grow to a 45" height. The usual number of buds is 17.

Florets are of 3" size.

Linda B is a superb "make up" variety.

Price, each bulb, L—\$1.50; M—\$1.00; Sm.—50c; 10 bblts. for \$1.50

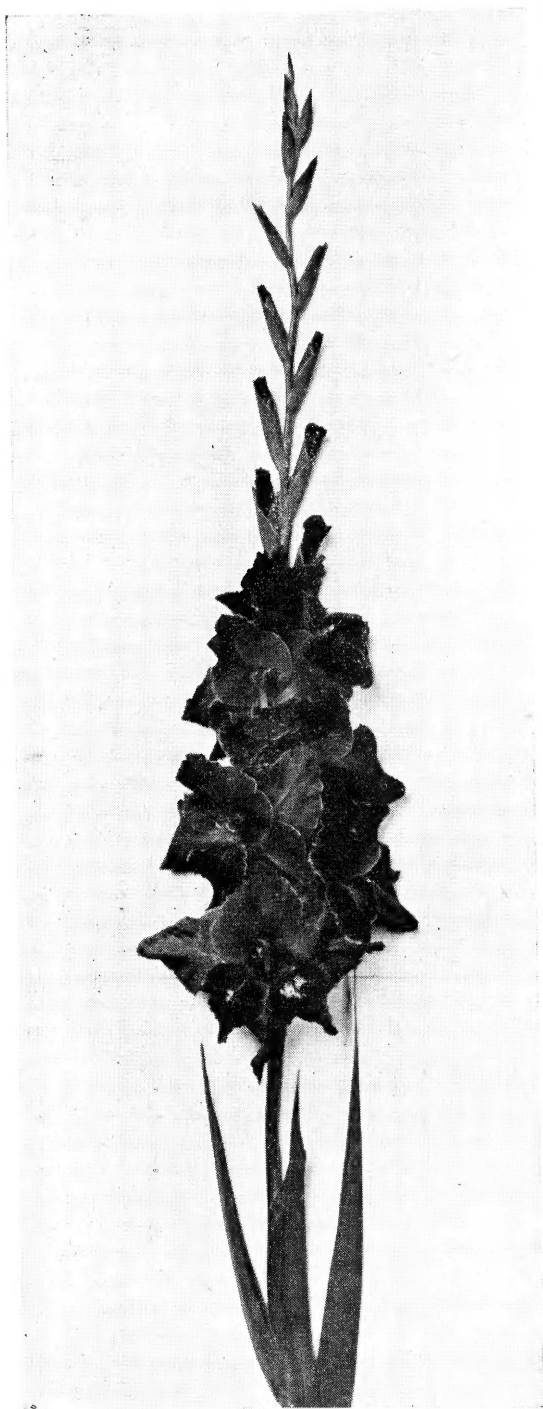
TOMAHAWK (Graff '52)

452

A very functional medium red that is a commercially sound variety.

The color of Tomahawk is similar to that of Redwing. It grows to a field height of 50 inches. It opens 7 five inch blooms at one time. Health, increase and performance of Tomahawk are excellent.

Price, each bulb, L—\$1.25; M—\$1.00; Sm.—75c; 10 bblts. for \$1.25



King David

TRAVELER (Torrie-Flad '52)

460

Since Traveler will open 10 or more $4\frac{1}{2}$ " florets at one time it is of primary interest as an exhibition flower where its fine placement and attachment, and number open receive due consideration.

Traveler is a light rose pink with just a small deeper throat mark.

Price, each bulb, L—\$2.00; M—\$1.50; Sm.—\$1.00; 10 bblts for \$2.00

GENERAL LIST

Ten bulbs may be obtained at eight times the single bulb price. 100 bulblets at 8 times the given 10 rate.

BLACK CHERRY (Rich) 554

The best dark red gladiolus available for exhibition in the lower price class.

Price, each bulb, L—40c; M—30c; Sm—20c; 10 bblts. for 40c

BRIDAL ORCHID (Carlson-Puermer) 566

One of the "grand champs" of showdom. An early big light lavender. 8 open florets, 6" flowers. Early.

Price, each bulb, L—35c; M—25c; Sm.—15c; 10 bblts. for 25c

COLOR MARVEL (Krueger) 316

Color Marvel won so many awards in the 300 size grouping that this blended yellow with orange casts and reflections is returned to our listing. A beauty in 4" flowers.

Price, each bulb, L—10; M—8c; Sm.—5c; 10 bblts. for 10c

COLUMBIA (Roberts) 407

A great replacement for Corona with the rose halo a bit wider, and the cream center more immaculate. Columbia is an excellent commercial variety.

Price, each bulb, L—\$1.50; M—\$1.00; Sm.—75c; 10 bblts. for \$1.00

COONEY MISS (Krueger) 540

The gigantic, flat open, well attached florets of Cooney Miss, with the usual 7 open florets in light salmon color make it a favorite with our florists, in spite of its average height. It increases "like a weed".

Price, each bulb, L—40c; M—30c; Sm.—20c; 10 bblts. for 40c

CYNTHIA (Graff) 410

An extra early creamy yellow of fine habits. $4\frac{1}{2}$ " florets, 8 open.

Price, each bulb, L—50c; M—35c; Sm.—25c; 10 bblts. for 50c

DEE TWELVE (Arenius) 452

A very clear red, 8 open florets, tall plants, average flowerhead, midseason.

Price, each bulb, L—50c; M—35c; Sm.—25c; 10 bblts. 50c

EDGEWOOD (Torrie-Flad) 460

A "deep-medium" ruffled rose of excellent height. It opens 8 florets of 5" size on a long flowerhead. Edgewood is a superb gladiolus. Late.

Price, each bulb, L—\$1.00; M—75c; Sm.—50c; 10 bblts. for \$1.00

ELMER'S ROSE (Fischer) 460

A medium rose, lightly ruffled and with many commercial traits.

Price, each bulb, L—50c; M—35c; Sm.—25c; 10 bblts. for 50c

EVANGELINE (Palmer-Gove) 540

Giant buff pink.

Price, each bulb, L—15c; M—10; Sm.—5c; 10 bblts. for 15c

FASHION (Graff) 442

A deep salmon of great beauty. A superb commercial.

Price, each bulb, L—\$1.00; M—75c; Sm.—50c; 10 bblts. for \$1.00

FLAME GIRL (Lins) 436

The most fiery scarlet on the market, — a dandy.

Price, each bulb, L—25c; M—15c; Sm.—10c; 10 bblts. for 25c

FLORENCE NIGHTINGALE (Harris) 400

The best cream white.

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c

FRANCESCA (Tobin) 466

This beautiful light lavender with a cream throat (lightly ruffled florets) is indeed a beauty, one that will certainly please the most critical fan. Makes a clean spike.

Price, each bulb, L—\$1.50; M—\$1.00; Sm.—50c; 10 bblts. for \$1.50



Bridal Orchid

GAY NINETIES (Krueger) 490

A novelty of deep plum color. It will open 8 florets at one time. Gay Nineties will do its share of winning at the shows when distribution is attained.

Price, each bulb, L—75c; M—50c; Sm.—25c; 10 bblts. 75c

GOLD (Marshall) 410

Until the arrival of Ft. Knox, the deepest yellow gladiolus in color.

Price, each bulb, L—\$1.25; M—75c; Sm.—50c; 10 bblts. for \$1.00

GOLD MEDAL (Beardmore) 516

The top winner in the buff color class. Florets of 6" size, seven open on tall plants, ruffled, fluted and early.

Price, each bulb, L—25c; M—20c; Sm.—15c; 10 bblts. for 25c

GOLDEN CROWN (Melk) 412

The mid-deep yellow of Golden Crown on its very tall spikes, easy germination, fast propagation, and large flowers, make it an outstanding commercial. It will open 7 large flowers at one time. Mid-season.

Price, each bulb, L—60c; M—40c; Sm.—25c; 10 bblts. for 60c

HEARTS DESIRE (Fiedler) 540

Pink florets of gigantic size, cream centers, ruffling and fluting are all combined in this superb exhibition glad. It will open 8, six inch florets.

Price, each bulb, L—15c; M—10c; Sm.—5c; 10 bblts. for 15c

KEEPSAKE (Krueger) 410

Keepsake is best described as a non-ruffled faster propagating Crinkle Cream. It blooms in early season from low growing plants with spire type spikes. No markings blemish this fine gladiolus. Attachment not as secure as one might wish for. Five inch flowers, 6 open.

Price, each bulb, L—40c; M—30c; Sm.—20c; 10 bblts. for 40c

KING DAVID (Carlson-Puerner) 410

This gigantic rich purple with its many open florets make it a really outstanding gladiolus, both for commercial and exhibition use. Mid-early in bloom season. You can't go wrong with King David.

Price, each bulb, L—\$1.50; M—\$1.25; Sm.—\$1.00; 10 bblts. for \$1.50

LAVALLE (Lines) 507

Cream with a scarlet throat mark.

Price, each bulb, L—50c; M—35c; Sm.—25c; 10 bblts. for 50c

MAGIC WAND (Lins) 440

A light pink which is both a giant in plant and flower. Opens 6 florets of 6" size. A superb gladiolus.

Price, each bulb, L—35c; M—25c; Sm.—15c; 10 bblts. for 35c

MISS CHICAGO (Buchheit) 560

The most beautiful gladiolus — a blend of lavender and rose with a yellow crescent throat. It will open up to 10 six inch florets. Miss Chicago is that glad with the superlative color for discriminating florists.

Price, each bulb, L—40c; M—30c; Sm.—20c; 10 bblts. for 40c

MOTHER FISCHER (Fischer) 400

A clear ruffled white which receives praise from many persons. I have not grown it.

Price, each bulb, L—50c; M—35c; Sm.—25c; 10 bblts. for 25c

MISS WISCONSIN (Krueger) 460

The best medium rose for a long number of years, with a great future still be to realized.

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c

NEW YORKER (Graff) 540

My high opinion of New Yorker grows with each year of growing experience. A buff pink (pink predominates) that opens seven, 5½" attractively ruffled florets on good long spikes. Tall plants. The rate of increase is excellent. New Yorker blooms in mid-season.

Price, each bulb, L—\$1.00; M—75c; Sm.—50c; 10 bblts. for \$1.00



Miss Chicago

OCTOBER SUNSHINE (Quackenbush) 420

A great commercial in orange color.

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c

PACTOLUS (K & M) 417

A European glad — buff with large scarlet throat marks. Very showy.

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c

PINK CLASSIC (Melk Bros.) 540

A giant in plant and flower. Pink Classic is a light salmon that opens 8 or more ruffles, securely attached arty florets. It is an outstanding commercial and exhibition glad.

Price, each bulb, L—75c; M—50c; Sm.—35c; 10 bblts. for 75c

POINSETTIA (Weeks) 452

The "rave" gladiolus in the red color class. Spikes that exceed the one used for the illustration are easy to grow. Poinsettia is tall, early, and the 5½" florets are securely attached. It will open 8 or more florets at one time. It is outstanding in any gladiolus planting.

Price, each bulb, L—\$1.00; M—75c; Sm.—50c; 10 bblts. for 80c

POLYNESIA (K & M) 430

A European salmon with a slight orange cast that opens 10 florets at one time. It is a great companion to Spic & Span and a worthy competitor. It has all the traits required of a great commercial gladiolus.

Price, each bulb, L—25c; M—15c; Sm.—10c; 10 bblts. for 25c

QUEEN MARY (Torrie-Flad) 532

A great prospect for the ribbon minded glad fan. Queen Mary will open 8, five and one half inch florets at one time. It blooms in mid-late season.

Price, each bulb, L—\$1.00; M—75c; Sm.—50c; 10 bblts. for \$1.00

REBOUND (Wesselman) 462

An extra early cerise rose of varying color intensity, similar to Chaumony. Its value lies in its extreme earliness. It will open six 4½" florets.

Price, each bulb, L—25c; M—15c; Sm.—10c; 10 bblts. for 25c

RED CHERRY (Roberts) 436

The best commercial scarlet on the market is Red Cherry. It opens six or more 5" florets on a good flower head. Attachment is of commercial caliber.

Price, each bulb, L—15c; M—10c; Sm.—5c; 10 bblts. for 15c

REDWING (Wright-Graff) 536

Redwing has won so many awards and friends that no further description of this excellent red needs be made here.

Price, each bulb, L—25c; M—15c; Sm.—10c; 10 bblts. for 25c

ROYAL TREAT (Lins) 452

A deep blood red which produces a spike like that of Burma, ie, giant florets, intense ruffling, much bud color. Royal Treat is an outstanding midseason glad. Don't overlook fast propagating Royal Treat. It is the very best of the new dark reds.

Price, each bulb, L—\$1.50; M—\$1.00; Sm.—50c; 10 bblts. for \$2.00

SILVER COURT (Lins) 400

I sold out so completely on this superlative white, that I can only offer stock of it at retail prices. The best pure white!

Price, each bulb, L—25c; M—15c; Sm.—10c; 10 bblts. for 25c

SKIPPY (G. Melk, Jr.) 401

A very pert white gladiolus, ruffled, and an attractive one, with its sharp pink throat marking. Florets are of 4" size. Six open florets is the usual number produced. Skippy is a most attractive gladiolus.

Price, each bulb, L—75c; M—50c; Sm.—35c; 10 bblts. for 75c

SPARKLE (Allen-Ruble) 532

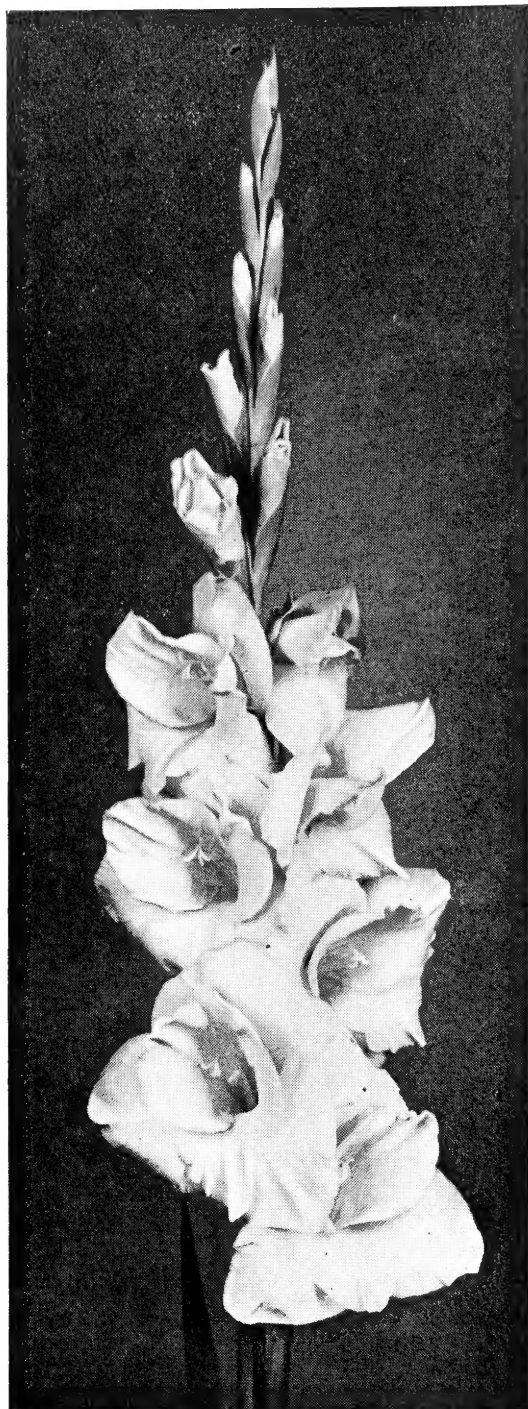
A giant salmon in both plant and flower. Sparkle opens 7 florets on a good spike from tall plants. It propagates like a weed. A satisfactory cut flower.

Price, each bulb, L—15c; M—10c; Sm.—5c; 10 bblts. for 15c

SPIC & SPAN (Carlson-Puerner) 442

The ruffled salmon spikes of Spic & Span are "known the world over". It requires no added "boost".

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c



Keepsake

SUNDAY BEST (Pletcher) 566

A Corona type floret — cream center with a rose halo, which sometimes blends deeper. It will open 7 florets of 5" size on an excellent commercial spike. It blooms in mid-late season.

Price, each bulb, L—50c; M—35c; Sm.—25c; 10 bblts. for 50c

TIVOLI (K & M) 440

The best "pure pink" gladiolus for both commercial and exhibition use. Tivoli is a remarkably sound gladiolus.

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c

TYRONE (Deam) 466

I liked Tyrone when I first saw it at Wabash as a seedling. Its clear color, fine placement, and clean spike made a lasting impression in my mind. I believe Tyrone to be the best lavender in the medium size class.

Price, each bulb, L—\$2.00; M—\$1.50; Sm.—\$1.00; 10 bblts. for \$2.00

VARIATION (Krueger) 340

An "old timer" that has not been surpassed during the past decade. Tall, early many open 4" florets, clarity of its shell pink color are traits that have made it a "lasting" gladiolus.

Price, each bulb, M—8c; Sm.—5c; 10 bblts. for 10c

WILD FIRE (Lins) 436

A flaming scarlet in Burma type spike, that should offer real competition to Red Cherry. Wild Fire is a brilliant scarlet that opens seven florets with much bud color on long spikes. Wild Fire is a "wild" propagator that blooms in early season.

Price, each bulb, L—\$1.50; M—\$1.00; Sm.—50c; 10 bblts. for \$2.00

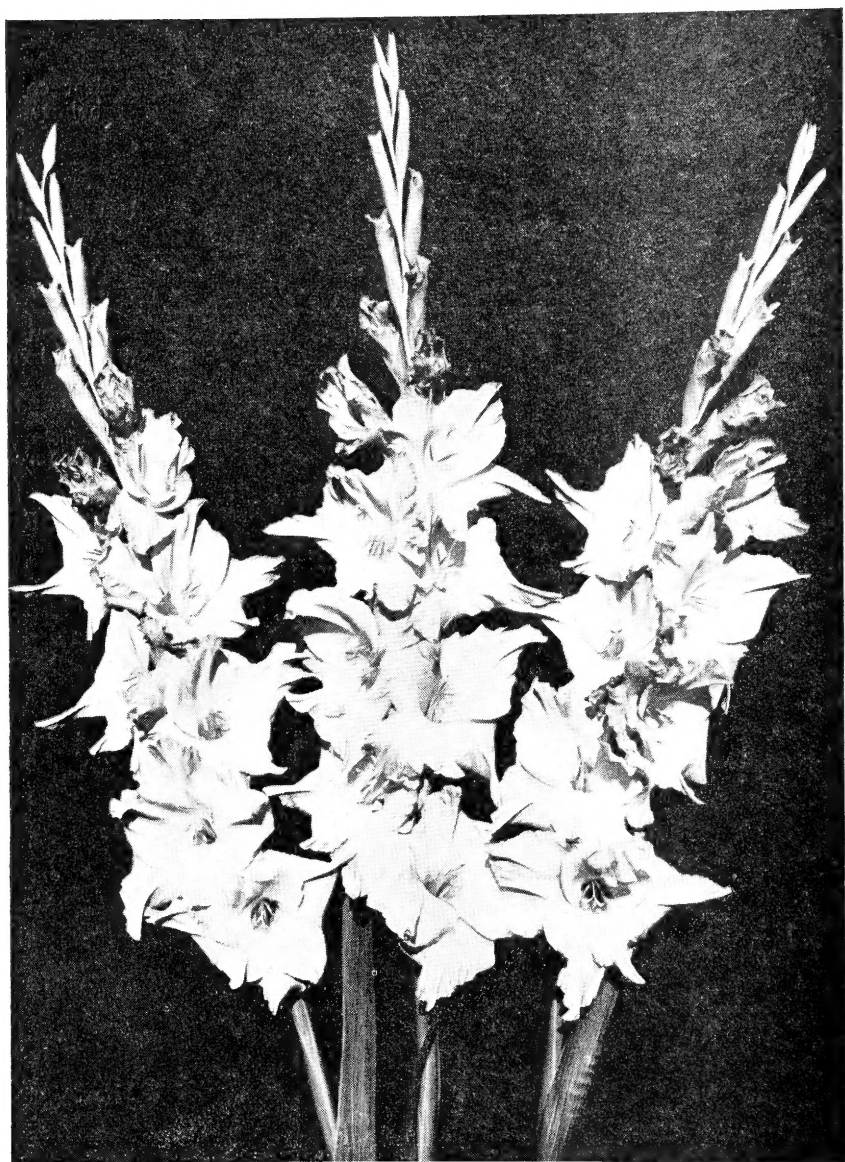
WHITE CHALLENGE (Arnett) 501

A sterling cream white with a pale rose throat mark. It will open 8 or more florets at one time. An excellent keeper.

Price, each bulb, L—10c; M—8c; Sm.—5c; 10 bblts. for 10c



Wild Fire



Pink Classic